

Product Marketing Manager – Job Description

As a Product Marketing Manager, you will be responsible for the outbound marketing activities for Magic's products. You will craft the messaging and positioning for Magic products. You'll conceive and develop innovative marketing programs that drive demand. Attention to detail and an eye for quality, along with the ability to grasp and translate technical capabilities into benefits, is crucial. In your role as a Product Marketing Manager you will be the expert in buyers – how they buy and their buying criteria – and will transfer that knowledge to the sales channel.

Key Responsibilities

- Develop product positioning and messaging that differentiates Magic's products in the market.
- Sales enablement – communicate the value proposition of the products to the sales team and develop the sales tools that support the selling process of your products.
- Product launch – plan the launch of new products and releases and manage the cross-functional implementation of the plan.
- Market intelligence – be the expert on your buyers, how they buy and their buying criteria; be the expert on your competition and how to crush them.
- Demand generation – develop the strategy and manage the marketing programs that drive demand for your products.
- Marketing collateral and sales tools – Create and deliver effective materials to support the global sales team – this could include, PowerPoint presentations, documentation, videos, demos, web materials, competitive battle cards, etc.

Requirements

- Experience in product marketing within software B2B environment (at least 5 years) with at least 2 years' experience in a field facing role.
- Product marketing experience in software products – an advantage.
- Understanding the enterprise software market – an advantage.
- Bachelor's degree in business or marketing.
- Excellent verbal, written, and interpersonal communication skills.
- Willing to travel 15%.
- Excellent people and management skills to interact with staff, colleagues and cross-functional teams, and third parties.
- Proven skills in creating effective PowerPoints, collateral, white papers, videos & presentations.
- Highly creative, motivated and independent.
- Team player.
- Fluent English is mandatory.

Please email your CV to Lilach_Kordova@magicsoftware.com